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(11) **EP 0 952 539 A2**

(12) **EUROPEAN PATENT APPLICATION**

(43) Date of publication:
27.10.1999 Bulletin 1999/43

(51) Int Cl.⁶: **G06F 17/60**

(21) Application number: **99302974.3**

(22) Date of filing: **16.04.1999**

(84) Designated Contracting States:
**AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU
MC NL PT SE**
Designated Extension States:
AL LT LV MK RO SI

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(30) Priority: **20.04.1998 US 62727**

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(54) **System and method for retrieving customer information at a transaction center**

(57) A method and system for gathering and storing customer profile data when the customer accesses a website location. Dynamic content messages from company marketing material are selected in accordance with the profile data and used to provide a customized webpage to the customer. In addition, a customer service representative can provide real-time updates to the customized webpage when the customer contacts a customer service representative to place a product or service order.

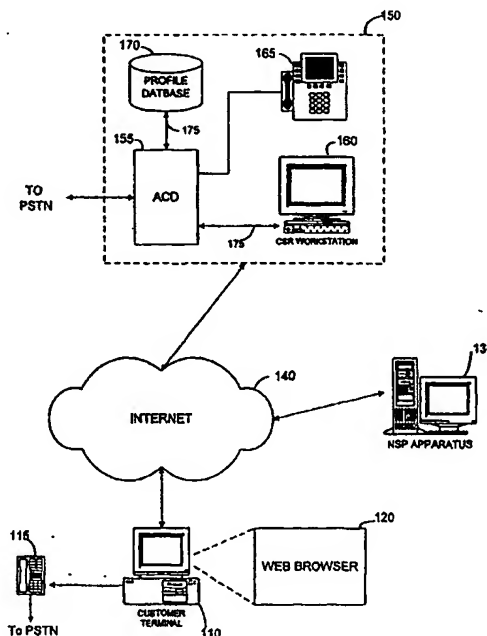


FIG. 1

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